



WDAF-TV

Revision
ORDER

Print Date 10/04/12 Page 1 of 7

Flight Dates 10/03/12-10/09/12

Contract / Revision 580623 /

Original Date / Revision
10/04/12 10/04/12

Advertiser American Future Fund

Agency Media AdVentures

Buying Contact

8136 Old Keene Road
Suite A-300
Springfield, VA 22152Product
AMERICAN FUTURE FUND

Agency Com 15%

Billing Contact

8136 Old Keene Road
Suite A-300
Springfield, VA 22152

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 493

Alt Order # 09835192

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 168625

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	20235
KCWE	%	0
KMBC	30%	50587
KMCI	%	0
KPXE	%	0
KSHB	18%	30352
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	53	\$57,332.50	\$67,450.00	0.00	10/01/12	10/09/12	53	\$57,332.50	\$67,450.00
Totals	53	\$57,332.50	\$67,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/03/12	10/03/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$1,000.00	0.00							
2	4	10/04/12	10/04/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	---T---	1		\$1,000.00	0.00							
3	4	10/05/12	10/05/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	----F--	1		\$1,000.00	0.00							



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Contract / Revision **580623** Flight Dates **10/03/12-10/09/12** Hiatus Dates
 Original Date / Revision 10/04/12/ 10/04/12 Order Sep 00:15:00
 Advertiser **American Future Fund** Product **AMERICAN FUTURE FUND** Estimate # **493**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
24	4	10/03/12	10/03/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$500.00		0.00			
25	4	10/04/12	10/04/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$500.00		0.00			
26	4	10/05/12	10/05/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$500.00		0.00			
27	4	10/08/12	10/08/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$500.00		0.00			
28	4	10/09/12	10/09/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----					1	\$500.00		0.00			
29	4	10/05/12	10/05/12	M-F 5-6p 530-6p FOX4 NEWS-5PM	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$1,000.00		0.00			
30	4	10/08/12	10/08/12	M-F 5-6p 530-6p FOX4 NEWS-5PM	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
31	4	10/04/12	10/04/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	---T---	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$3,500.00		0.00			
32	4	10/05/12	10/05/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p (6:30 PM-7:00 PM)	----F--	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$3,500.00		0.00			
33	4	10/08/12	10/08/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	M-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$3,500.00		0.00			
34	4	10/09/12	10/09/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	-T-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00



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Contract / Revision 580623 Flight Dates 10/03/12-10/09/12 Hiatus Dates
 Original Date / Revision 10/04/12/ 10/04/12 Order Sep 00:15:00
 Advertiser American Future Fund Product AMERICAN FUTURE FUND Estimate # 493

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
34	4	10/09/12	10/09/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$3,500.00	1	0.00 NM	1	\$3,500.00
WHEEL FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----					1	\$3,500.00		0.00		
E 35	4	10/03/12	10/03/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00 NM	0	\$0.00
FOX4 NEWS-9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----					1	\$1,800.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/01/12-10/07/12		M-F 9-10p		9-930p	(9:00 PM-9:30 PM)--W-----	:30		(\$1,800.00)		0.00 NM		
Credited														
36	4	10/04/12	10/04/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---					1	\$1,800.00		0.00		
37	4	10/05/12	10/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	----F--					1	\$1,800.00		0.00		
38	4	10/08/12	10/08/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,800.00		0.00		
39	4	10/09/12	10/09/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----					1	\$1,800.00		0.00		
40	4	10/03/12	10/03/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9:30PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----					1	\$1,800.00		0.00		
41	4	10/04/12	10/04/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9:30PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---					1	\$1,800.00		0.00		
42	4	10/08/12	10/08/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9:30PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,800.00		0.00		
43	4	10/09/12	10/09/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX4 NEWS-9:30PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----					1	\$1,800.00		0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
44	4	10/07/12	10/07/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX4 NEWS-9PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,800.00		0.00				
45	4	10/05/12	10/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX4 NEWS-10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$1,800.00		0.00				
46	4	10/08/12	10/08/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX4 NEWS-10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$1,800.00		0.00				
47	4	10/03/12	10/03/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NW-10:30P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$1,000.00		0.00				
48	4	10/04/12	10/04/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NW-10:30P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$1,000.00		0.00				
49	4	10/05/12	10/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NW-10:30P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$1,000.00		0.00				
50	4	10/08/12	10/08/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NW-10:30P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$1,000.00		0.00				
51	4	10/09/12	10/09/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NW-10:30P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$1,000.00		0.00				
52	4	10/08/12	10/08/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$1,800.00		0.00				
53	4	10/04/12	10/04/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$3,000.00		0.00				
N54	4	10/08/12	10/08/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX4 NEWS-9PM															

